5/1

Dave:

I am planning to attend the Premium Incentive Show at the Javits Center on Weds May 2.

In addition to the vendor exhibits, the Seagrams Co. will be presenting at 8:45 AM on "Promotions In The Alcoholic Beverage Industry". Their experiences in promoting an adult product subject to media scrutiny may be of value to us.

I believe extra tickets are available in the purchasing dept. if you would like to attend.

Andrew

Passes Secured For:

Greg Smith
Fran Goetzl
Brian Schuyler
Maria Antonoff
Andrew Schwartz

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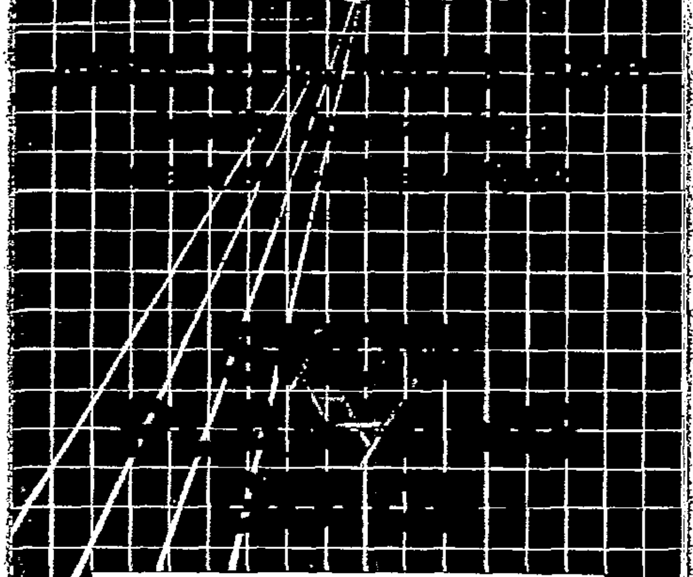
PREMIUM INCENTIVE SHOW



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IDEAS Generated

Merit Comedy Book — Separated at Birth

Parliament Sandwiches — Cassette Covers

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